

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
28 July 2005 (28.07.2005)

PCT

(10) International Publication Number  
**WO 2005/067393 A2**

(51) International Patent Classification: Not classified

(21) International Application Number:  
PCT/IL2005/000075

(22) International Filing Date: 20 January 2005 (20.01.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/537,032 20 January 2004 (20.01.2004) US

(71) Applicant and

(72) Inventor: REICH, Yaron [IL/IL]; 23 Habanim Street,  
46379 Herzlia (IL).

(74) Agent: G.E. EHRLICH (1995) LTD.; 11 Menachem Be-  
gin Street, 52 521 Ramat Gan (IL).

(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,  
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,  
ZW.

(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— without international search report and to be republished  
upon receipt of that report

For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD

(57) Abstract: A system and method for combining the delivery of advertising with weather predictions that are limited in geo-  
graphical area and time, and hence which are much more precise but also more time sensitive than regular weather forecasts. The  
present invention is preferably implemented with "nowcasting".



WO 2005/067393 A2